



CITY OF FALLS CHURCH

*Department of Development Services
Planning Division
Room 300 West
300 Park Avenue
Falls Church, VA 22046-3332
Phone: 703.248.5040
Fax: 703.248.5225*

PLANNING DIVISION APPLICATION FORM

PROJECT NAME: Broad and West Development

Submit one form for each type:

☐ Site Plan

☐ Site Plan Amendment-Major

☐ Site Plan Amendment-Minor

☐ Special Exception

☒ Comp Plan Amendment

☐ Subdivision,
Consolidation or Lot Line
Adjustment

☐ Rezoning

☐ Interpretation / Planning
Director

☐ Zoning Ordinance Text
Amendment

PROJECT DESCRIPTION:

Street Address: Broad and West

RPC #: See Attached

Owner of Record: See Attached

APPLICANT INFORMATION:

Applicant: ☐ Owner ☐ Contract Owner ☒ Agent

Name: David R. Lasso

Address: Baskin, Jackson & Lasso, PC

Business Phone: 703-534-3610

301 Park Ave., Falls Church, VA 22046

Cell Phone: 703-801-1608

E-mail: David.Lasso@baskinjakson.com

Fax: 703-536-7315

PROJECT AND PROPERTY INFORMATION:

SITE PLAN

Current Zoning: N/A

☐ Present Development

☐ Proposed Development

of New Dwelling Units:

Commercial: _____ SF

☐ Mixed Use Development

☐ # Site Plan Waiver(s):

☐ Site Plan Resubmission

☐ Site Plan Amendment

SUBDIVISION, CONSOLIDATION OR LOT LINE ADJUSTMENT

Current Zoning: N/A

☐ Present Development

☐ Proposed Development

☐ Subdivision: ☐ SFH ☐
Commercial

☐ Consolidation

☐ Lot Line Adjustment

☐ Preliminary Plat ☐ Final
Plat

COMP PLAN/REZONING OR SPECIAL EXCEPTION

Current Zoning: R1B, B-1, B-3

Proposed Zoning: B-1

Present Future Land Map

Designation: Low Density
Residential and General Business

☐ Present Development

☒ On Street Loading Space
Proposed Development
Mixed Use/Bonus Height

☐ Conditional Rezoning

☐ Other Rezoning

TOTAL SITE AREA:

188,137 SF

4.3152 ACRES

APPLICANT SIGNATURE: David R. Lasso
For Spectrum Development Company, LLC

Applications must be accompanied by corresponding checklists and materials as required.

FEES: Fees will be determined by Planning staff after an initial evaluation of the submission. Fees are due at that time, prior to a full review beginning. Fees are paid at the Development Services Counter and may be paid by cash, check, credit card or debit card. Checks should be made out the "The City of Falls Church". Returned checks are subject to fee of up to \$50.00.

<i>Status of real estate and personal property taxes, liens, business license and fees:</i>			
TREASURER:	<input type="checkbox"/>	Outstanding (please	Initials: _____
	<input type="checkbox"/>	describe):	
COMM. REV:	<input type="checkbox"/>	Outstanding (please	Initials: _____
	<input type="checkbox"/>	describe):	

TOTAL FEE for this application: \$ _____

Accepted by: _____ MUNIS # _____
Staff

The City of Fall Church is committed to the letter and spirit of the Americans with Disabilities Act. This document will be made available in alternate format upon request. Call 703-248-5080 (TTY 711).

CONSENT LETTERS

November 4th 2013

Richard Buskell
President
Spectrum Development, L.L.C.
1780 Dawson Street
Vienna, VA 22182

Re: 919 Park Avenue, Falls Church, VA


Dear Mr. Buskell:

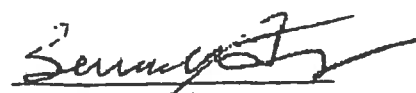
Title to 919 Park Avenue, Falls Church, VA is vested in "Nigel J. Yates and Bernadette Reverle Adams, formerly known as Bernadette Adams Yates, formerly known as Suzanne Bernadette Adams Yates".

The undersigned hereby consent to the filing by Spectrum Development, L.L.C. of the following applications to the City of Falls Church, Virginia:

1. Special Exception to allow Mixed Use Development and construction of building with a maximum height of 85' on the property at 919 Park Avenue, falls Church, Virginia.
2. Change the Comprehensive Plan Future Map to show the property at 919 Park Avenue, Falls Church, Virginia as mixed use rather than residential.
3. Rezone a portion of the property at 919 Park Avenue to B-1.
4. Any other zoning entitlement application or permit necessary to authorize the development of the mixed use project known as the "Broad and West".

Respectfully submitted,


Nigel J. Yates


Bernadette B. Adams

November 4, 2013

Richard Buskell
President
Spectrum Development, L.L.C.
1780 Dawson Street
Vienna, VA 22182

Re: 921 Park avenue, Falls Church, VA

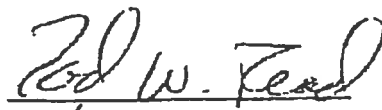
Dear Mr. Buskell:

Title to 921 Park Avenue, Falls Church, VA is vested in "Tod W. and Julia S. Read".

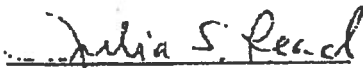
The undersigned hereby consent to the filing by Spectrum Development, L.L.C. of the following applications to the City of Falls Church, Virginia:

1. Special Exception to allow Mixed Use Development and construction of building with a maximum height of 85' on the property at 921 Park Avenue, falls Church, Virginia.
2. Change the Comprehensive Plan Future Map to show the property at 921 Park Avenue, Falls Church, Virginia as mixed use rather than residential.
3. Rezone the property at 921 Park Avenue to B-1.
4. Any other zoning entitlement application or permit necessary to authorize the development of the mixed use project known as the "Broad and West".

Respectfully submitted,



Tod W. Read
w.


Julia S. Read

November 14, 2013

Richard Buskell
President
Spectrum Development, LLC
1780 Dawson Street
Vienna, VA 22182

Re: 932 & 934 West Broad Street, Falls Church, VA
110 & 212 North West Street, Falls Church, VA
9,000 square feet lot on Park Avenue, Falls Church, Virginia
925 Park Avenue, Falls Church, Virginia
928 West Broad, Falls Church, VA
Dear Mr. Buskell:

Titles to the above captioned real properties are vested in "John E. Shreve, Richard S. Shreve, Thomas G. Shreve and Peter A. Amtson, as Trustees". The Trust address is: 212 North West Street, Falls Church, Virginia 22046.

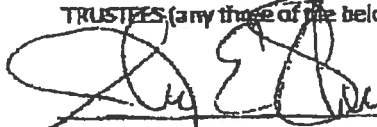
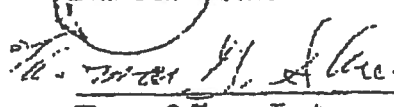
The sole beneficiary of the Shreve Trust is Shreve Associates, A Limited Partnership.


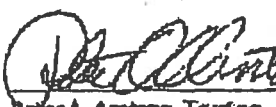
The Trust hereby consents to the filing by Spectrum Development, LLC. of the following applications to the City of Falls Church, Virginia:

1. Special Exception to allow Mixed Use Development and construction of building with a maximum height of 85' on the above captioned real properties.
2. Change the Comprehensive Plan Future Map to show the above captioned real properties as mixed use rather than low density residential and business.
3. Rezone the property at 925 Park Avenue to B-1
4. Rezone the property at 934 West Broad to B-1.
5. Special Use Permit for a drive through pharmacy.
6. Any other zoning entitlement application or permit necessary to authorize the development of the mixed use project known as the "Broad and West".

Respectfully submitted,

TRUSTEES (any three of the below Trustees may act):

 (SEAL)
John E. Shreve, Trustee
 (SEAL)
Thomas G. Shreve, Trustee

 (SEAL)
Richard S. Shreve, Trustee
 (SEAL)
Peter A. Amtson, Trustee

January 15, 2014

Richard Buskell
President
Spectrum Development, L.L.C.
1780 Dawson Street
Vienna, VA 22182

Re: 922 West Broad Street, Falls Church, VA

Dear Mr. Buskell:

Title to 922 West Broad Street, Falls Church, VA is vested in "Atalla Trust, Nick Atalla, Trustee". The mailing address used by the title owner for communications regarding the property is _____
11228 NE 67th Street, Kirkland, WA 98033

The beneficiaries of the Atalla Trust are:

Mike Atalla

Suzie Atalla

Jimmy Atalla

Nick Atalla

Louie Atalla

The Undersigned hereby consents to the filing by Spectrum Development, L.L.C. of the following applications to the City of Falls Church, Virginia:

1. Special Exception to allow Mixed Use Development and construction of building with a maximum height of 85' on the property at 922 West Broad Street, Falls Church, Virginia.
2. Change the Comprehensive Plan Future Map to show the property at 922 West Broad Street Falls Church, Virginia as mixed use rather than commercial.
3. Any other zoning entitlement application or permit necessary to authorize the development of the mixed use project known as the "Broad and West".

Respectfully submitted,

 , Trustee

NICK ATALLA

October __, 2013

Richard Buskell
President
Spectrum Development, L.L.C.
1780 Dawson Street
Vienna, VA 22182

Re: 920 West Broad Street, Falls Church, VA

Dear Mr. Buskell:

Title to 920 West Broad Street, Falls Church, VA is vested in "Nabillah Pajelah, also known of record as Nabillah Pajela, Massorah Niazy, also known of record as Mastoorah Niazy, and Esmatullah Niazy". The mailing address used by the title owners for communications regarding the property is:

8302 Judy Witt Lane Vienna, VA 22182

The Undersigned hereby consent to the filing by Spectrum Development, L.L.C. of the following applications to the City of Falls Church, Virginia:

1. Special Exception to allow Mixed Use Development and construction of building with a maximum height of 85' on the property at 920 West Broad Street, Falls Church, Virginia.
2. Change the Comprehensive Plan Future Map to show the property at 920 West Broad Street Falls Church, Virginia as mixed use rather than residential.
3. Any other zoning entitlement application or permit necessary to authorize the development of the mixed use project known as the "Broad and West".

Respectfully submitted,


NABILAH PAJELAH


MASSORAH NIAZY


ESMATULLAH NIAZY

22

NEW

October 15, 2014

Richard Buskell
President
Spectrum Development, LLC
1866 Amberwood Manor Court
Vienna, VA 22182

Re: 916 West Broad Street, Falls Church VA (the "Property")

Dear Mr. Buskell:

Title to 916 West Broad Street, Falls Church, VA is vested in "Raheja, LLC," a Virginia limited liability company. The mailing address used by the title owner for communications regarding the property is 916 W. Broad Street, Falls Church, VA 22046.

The members of Raheja, LLC are:

Surinder Singh Raheja

Himani Raheja

The undersigned hereby consents to the filing by Spectrum Development, LLC of the following applications to the City of Falls Church, Virginia:

1. Special exception to allow Mixed Use Development and construction of buildings in the 900 block of W Broad Street up to a maximum height of 110'.
2. Rezone the property at 916 W. Broad Street, Falls Church, VA to B-2.
3. Change the Comprehensive Plan Future Map to show the property at 916 W. Broad, Falls Church, VA as mixed use rather than commercial.
4. Any other zoning entitlement application or permit necessary to authorize the development of the mixed use project known as 'Mason Row'.

This consent is subject to Raheja, LLC and Spectrum Development, LLC entering into a purchase and sale agreement for the Property and this consent and the above referenced applications may be withdrawn by Raheja, LLC in the event the parties do not enter into such a purchase and sale agreement.

Respectfully Submitted,

Surinder Singh Raheja

Surinder Singh Raheja
Member



Application Number _____

CITY OF FALLS CHURCH, VIRGINIA
DEVELOPMENT SERVICES DEPARTMENT
PLANNING DIVISION
Disclosure Statement

Type or Print in Ink. Complete the following:

1. Description of the real estate affected. List the addresses of all property that is affected by the application. Provide the lot, block, section, and subdivision of all parcels only if the properties have not been subdivided.

Address(es) See Broad and West Parcel Ownership Statement Attached

Lot(s) _____ Block(s) _____

Section(s) _____ Subdivision _____

2. Is the owner of said real estate, a corporation whose stock is traded on a national or local stock exchange and having more than five hundred (500) shareholders?

No ☒

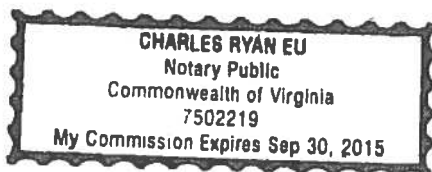
Yes ☐

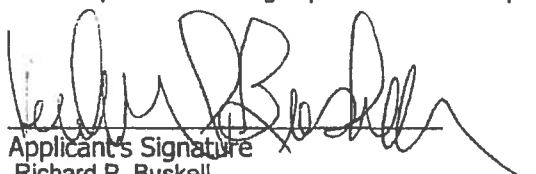
If "Yes", give the name of the corporation and skip to Item 4.

3. List the names, addresses, and nature of interest of **ALL** persons having equitable ownership of the real estate to be affected, including, in the case of corporate ownership, the names of stockholders, officers, and directors; and of **ALL** real parties of interest.

PARCEL ADDRESS	NAME	ADDRESS	NATURE OF INTEREST
See Attached			

4. I hereby certify that this is a true and accurate disclosure of all persons having equitable ownership real estate to be affected and of all the parties in interest.




Applicant's Signature
Richard P. Buskell
Managing Partner
P.O. Box 937
Vienna, Virginia 22183
Applicant's Address

State of Virginia
County of Fairfax

Subscribed and sworn before me this 11 day of December, 2014.

Notary Public 

My Commission Expires 9/30/14

Mason Row As of January 23, 2015 Parcel Ownership

PARCEL #	ADDRESS	SQUARE FOOTAGE	ACRES	EXISTING ZONE	PROPOSED ZONE	EXISTING LAND USE DESIGNATION	PROPOSED LAND USE DESIGNATION	OWNERS
51-202-015	919 PARK AVENUE Lot 3, D.J. BROWN	15,072	0.35	R-1B	B-1	LOW DENSITY RESIDENTIAL	REAR HALF TO MIXED USE	NIGEL YATES AND BERNADETTE YATES 919 PARK AVENUE, FALLS CHURCH, VA 22046
51-202-014	921 PARK AVENUE Lot , D.J. BROWN	15,064	0.35	R-1B	B-1	LOW DENSITY RESIDENTIAL	REAR HALF TO MIXED USE	TOD W. READ AND JULIA S. READ 921 PARK AVENUE, FALLS CHURCH, VA 22046
51-202-013	925 PARK AVENUE Lot 1, D.J. BROWN	14,570	0.33	R-1B	B-1	LOW DENSITY RESIDENTIAL	REAR HALF TO MIXED USE	WILLIAM C. SHREVE, SR. AND JR., JOHN E. SHREVE, JR. TRUSTEES 921 PARK AVENUE, FALLS CHURCH, VA 22046 ¹
51-202-012	212, 212A NORTH WEST STREET Lot 11, ACREAGE PARCEL	9,572	0.22	B3	B-1	BUSINESS	MIXED USE	WILLIAM C. SHREVE, SR. AND JR., JOHN E. SHREVE, JR. TRUSTEES 212 WEST ST., FALLS CHURCH, VA 22046 ¹
51-202-011	212, 212A NORTH WEST STREET Lot 3, MINNIE ELLISON	21,000	0.48	B3	B-1	BUSINESS	MIXED USE	WILLIAM C. SHREVE, SR. AND JR., JOHN E. SHREVE, JR. TRUSTEES 212 WEST ST., FALLS CHURCH, VA 22046 ¹
51-202-010	110, 112, 112A NORTH WEST STREET Lot 2, MINNIE ELLISON	15,488	0.36	B3	B-1	BUSINESS	MIXED USE	WILLIAM C. SHREVE, SR. AND JR., JOHN E. SHREVE, JR. RICHARD PETER ¹ 212 WEST ST., FALLS CHURCH, VA 22046 ²
51-202-009	934 WEST BROAD STREET Lot 1, MINNIE ELLISON	19, 868	0.46	B3	B-1	BUSINESS	MIXED USE	WILLIAM C. SHREVE, SR. AND JR., JOHN E. SHREVE, JR. TRUSTEES 212 WEST ST., FALLS

51-202-028 OUTLOT	928, 930, 932 WEST BROAD STREET Lots 1, 2, and 1A ACREAGE PARCEL	3,843	0.09	B3	B-1	BUSINESS	MIXED USE	CHURCH, VA 22046 ¹ WILLIAM C. SHREVE, SR. AND JR., JOHN E. SHREVE, JR. TRUSTEES 212 WEST ST., FALLS CHURCH, VA 22046 ¹
51-202-028	928, 930, 932 WEST BROAD STREET Lots 1, 2, and 1A ACREAGE PARCEL	22,260	.51	B3	B-1	BUSINESS	MIXED USE	WILLIAM C. SHREVE, SR. AND JR., JOHN E. SHREVE, JR. TRUSTEES 212 WEST ST., FALLS CHURCH, VA 22046 ¹
51-202-005	922, 924, 926 WEST BROAD STREET Lot 3, ACREAGE PARCEL	16,962	0.39	B1	B-1	BUSINESS	MIXED USE	ATALLA TRUST MIKE N. ATALLA AND SUSIE K. ATALLA, TRUSTEES OF 6926 CONFEDERATE RIDGE LANE, CENTREVILLE, VA 20121 ³
51-202-004	920 WEST BROAD STREET Lot 4, ACREAGE PARCEL	16,789	0.38	B1	B-1	BUSINESS	MIXED USE	PAJELA NABLAH, ET AL. 5429 MIDDLEBOURNE LANE CENTREVILLE, VA 20120 ⁴
52-202-003	916 West Broad Street Lot 5	17,649	.40520	B1	B1	BUSINESS	MIXED USE	RAHEJA, LLC 916 W. BROAD STREET FALLS CHURCH, VA 22046 ⁵
TOTAL		188, 137	4.31520					

1 and 2 The beneficiary of the Trust is Shreve Associates, a Limited Partnership. This partnership is comprised of John E. Shreve, Richard S. Shreve, Thomas G.

Shreve, Debra Shreve King, Dee Ann Walton, Darlene Penae Shreve, Shane Christopher Shreve and the Estate of William C. Shreve, Jr.

3 Beneficiaries are Mike Atalla, Jimmy Atalla, Louie Atalla, Suzie Atalla, and Nick Atalla

4 Remaining Owners are Massorah Niazy and Esmatullah Niazy

5 Members are Himoni Raheja and Surinder Singh Raheja

Contract Purchaser for all parcels is Spectrum Development LLC, located at P.O. Box 937, Vienna, Virginia 22183. The members are Peter A. Batten (Principal), Richard P. Buskell (President and CEO), and Bobby G. Batten (Principal).

**Statement Regarding West and Broad Streets Development's Impact on Community Facilities,
Including Transportation, Schools, and Water and Sewer Systems**

The proposed development will marginally impact all community facilities and it does add students to the school system. Please refer to the Justification letter provided and the concept plan itself, as well as the Fiscal and Analysis provided by the City staff.

However, the development proposed is designed to not only mitigate these impacts, but improve the current situation.

- Improvements to the W&OD Trail are proposed, by way of a cash contributor. The development will include recreational amenities for its residents (pool, exercise and media rooms.
- The intersections at West and Park and West and Grove will be improved significantly with turn lanes and new controls. Please refer to the TIA by Wells and Associates. The number of curb cuts will be reduced substantially and a new "spine road" through the project should improve the current conditions in that immediate area.
- The current users have no storm water management but the proposed development will have BMP's for storm water management and will improve community SWM facilities dramatically. It is also expected the sanitary sewer will improve by eliminating storm water from entering the system, although clearly the overall load to the sewage treatment plan will increase.
- The new development will dramatically improve the streetscape along West Broad, West and Park Avenue.
- The existing users are not energy efficient but the new apartment building will meet LEED Silver standards.
- While some new students will be added, the development will contribute toward capital costs of the school system.
- A cash contribution will be made for Parks and other City services and capital needs.

MASON ROW

Retail Project Plan

MARKET ASSESSMENT

The area comprised of McLean, North Arlington and Falls Church is strong, with a healthy local economy and vibrant local neighborhoods; the area boasts some of the strongest demographics in Northern Virginia. The area's residents, however, are underserved in most retail categories, especially when compared to comparable areas in the Washington region. Leesburg Pike, one of the area's primary commercial corridors and transportation arterials, is the logical focal point and place of congregation for the surrounding communities, but instead this commercial corridor suffers from poor planning and is lacking a sense of place, that is so essential to the vitality and quality of life of any healthy urban or semi-urban community. The Falls Church/McLean/North Arlington sub-market is dominated by generic shopping malls, power centers and service-oriented strip centers and it is devoid of any commercial destinations with a strong sense of place.

Mason Row Project Design

The project's merchandising plan will evolve around the project's unique spaces and features, while responding to external influences and neighboring blocks and uses. It is important to encourage connectivity with surrounding neighborhoods, their residents, businesses and visitors and to provide the surrounding area with something that is commercially, recreationally and socially unparalleled in the marketplace. Mason Row will be among the prime visual, social and commercial anchors in the area and will feel more like an urban, open, public space than an enclosed "mall" or suburban shopping center.

The Falls Church market area is currently noted for sprawling, suburban-oriented communities and commercial centers, limited great "places," exist. The proposed project's plan and architecture will complement the neighborhood and make an invaluable contribution to the character of Broad Street, West Street and the surrounding communities. The great potential this project holds is its ability to anchor and reinforce the area's renaissance. It will encourage a myriad of tangible and intangible economic and social spin-offs to surrounding commercial areas and neighborhoods.

Parking

The availability and convenience of parking in Falls Church is one of its greatest weaknesses. Many well-located projects and retail businesses in the area are struggling because parking is in short supply or because accessing it and walking from parking to shopping or dining is inconvenient and/or undesirable; for this reason, Mason Row is paying a tremendous amount of attention to parking availability, accessibility and circulation.

The current parking plan at Mason Row is strong, boasting an abundance of dedicated retail spaces (4 spaces per 1,000 sf of retail space), plus shared parking during non-peak hours. In an effort to maximize convenience, retail parking has been centrally located in close proximity to Mason Avenue and has been separated from residential, and office parking, which will maximize convenience and overall experience for retail customers. Parking circulation has been carefully thought through, with multiple points of

ingress/egress for vehicles; the same goes for drivers once they've parked, as there will be multiple paths of travel for the pedestrian, to maximize convenience. Overall, strong attention has been paid to making the pedestrian experience (from car to street) a, quick, convenient, safe and comfortable experience, with high floor-to-floor garage ceilings and well-lit, wide sidewalks. Street parking on Mason Avenue has been maximized where possible; such teaser parking will strengthen the pedestrian environment and will enhance perceptions of the parking amenity. Mason Row will compete effectively with neighboring strip centers, Tysons Corner and Mosaic, because of the convenience, abundance and safety of its parking.

Mason Avenue – an urban market street

While Broad Street and (to a lesser extent) West Street will represent the building's first impression in terms of approach, the market street and market square design, paired with the tenants surrounding it, will be the prime focal point of the project and will be its most distinguishing feature. Mason Avenue and the execution of its design is of paramount importance to the success of Mason Row. Unlike most new development in Falls Church, Mason Avenue adds a one-of-a-kind landmark space to the interior of the site that a single street-oriented infill building cannot. Such a space brings with it an identity-creating element that, while located within the project's interior, will give Mason Row its "face." The retail Avenue brings with it the opportunity to create a hierarchy of public spaces—not to mention enhanced circulation—within the site and to the surrounding area. With careful design and thorough attention to detail when it comes to material selection, the space has the potential to be an authentically urban public space that puts Mason Row on the regional map.

Additionally, Mason Avenue is an opportunity to increase retail frontage, leasable area and the number of destinations within the project; all enhancements that separate the project from other infill projects that have been developed in the area in recent years.

RETAIL MERCHANDISING AND LEASING

The Mason Row retail project is an entertainment and food destination at its core. The project is designed to be a pedestrian oriented urban retail market place that is open air and which has significant public gathering space and an abundance of convenient commercial parking on site. The aim of this project's retail merchandising plan is not to compete with existing suburban retail strip offerings or the Tyson's Corner malls, but rather, to provide the surrounding region with merchandising categories and a level of character not currently available, while also encouraging a high level of connectivity with surrounding neighbourhoods and existing businesses in the area.

Based on research of the current competitive landscape for retail and the assessment of the market by Streetsense, Mason Row is being merchandised to create an entertaining shopping environment, which has a high quality, urban movie theater, a well-curated mix of high quality restaurants—full-service and limited-service--and neighborhood serving retail shops, coupled with high, public space-oriented design. Additionally, the location on the bike trail sets the stage for a unique and interactive retail environment in Falls Church.

Cinema

Movie theater and retail shopping audiences are seeking the same goal when visiting a retail destination such as Mason Row, which is entertainment and socialization. Movies help draw visitors to a retail project

and the shopping and dining that a well-designed retail atmosphere creates is substantially beneficial to a movie theater, who wants its guests to have complementary reasons to visit the theater. The movie theater business has reinvented itself over the past few years. Theaters are focusing on smaller, more intimate venues with fewer seats. Many theaters are making a luxury experience their prime focus, while others are looking to food and beverage offerings to entice viewers. Some theaters are concentrating on both, offering separate restaurants and a higher end food and service experience. Mason Row is ideally suited for a high quality movie theater because of its superior, high quality placemaking and because of its abundance of quality restaurants and convenient commercial parking. The movie theater in Mason Row will be a smaller urban design theater with 8 screens and a cocktail lounge and or restaurant and will complement the public space and other restaurants in the project.

Full-Service Dining

Falls Church is underserved in the full-service dining category. Full-service restaurants currently in the immediate vicinity of the Mason Row site are predominately lower quality national chains and locals. Many of the area's full-service restaurants suffer from parking deficiencies and rely too heavily upon pedestrian traffic, in a market in which the automobile is the preferred mode of travel. As a result, most of the area's residents travel to Mosaic, Tysons Corner, Clarendon or even downtown Washington for destination dining. Through high quality placemaking, having a well-recognized theater in the project and abundant, convenient parking, Mason Row is ideally suited for high quality restaurants that are geared toward discerning, higher demographic families that reside in the Falls Church market area.

Limited-Service Dining

Limited service food and beverage uses (also referred to as "fast casual") can add a layer of amenity for the consumer who doesn't want to eat in a full service environment every day or night. A more casual, less costly commitment will increase the customer base, the number of trips per customer and the subsequent number of day parts during which the Mason Row project is active. Limited-service dining—particularly during lunch—is primarily for people who have a limited amount of time and therefore Mason Row will have an advantage in serving this category, over many other mixed use projects and strip retail centers in the area, because of Mason Row's superior placemaking and due to the large amount of convenient retail parking that Mason Row provides for short term retail visitors.

Additional focus is being placed on high quality brands; particularly trendy Washington area restaurants, which might have a broader reach than some chains who are already over exposed in the marketplace and therefore who would draw from a smaller trade area.

Neighborhood Retail

Falls Church is already populated with basic service retail; however, a finely-tuned mix of neighborhood-oriented uses and a tenant mix that rises above the current offering will generate foot traffic throughout the day, week and year and will do so in a way that is complimentary of other high quality uses and is consistent with a high quality retail environment.

PROGRAMMING THE PUBLIC SPACES AT MASON ROW

The retail component of Mason Row will drive the character of the project and will establish its relationship with the community and surrounding region. High quality architecture and planning, strong

accessibility, market-appropriate merchandising and high quality tenancy will dictate the retail's success. The sum of all its parts will be the main attraction; the degree of which can be greatly enhanced by supplemental, complimentary programming of its public areas. A site as prominent and centrally-located as Mason Row possesses exceptional potential for events that are highly visible and far reaching. Falls Church presently lacks a commercial place with which the residents of the community collectively identify. As a result, there is a tremendous amount of potential for events that support and promote Mason Row and strengthen its relationship with the immediately adjacent and surrounding communities. Conveniently, Mason Row will possess the public spaces to accommodate such events and these spaces are designed in a way that will maximize their influence on the public and their general degree of success.

Such events are the ultimate "destination use," bringing to the project people who might otherwise be difficult to attract. One-off events and regularly scheduled events that people can come to expect on specific dates (daily, weekly, monthly or annually) are effective in luring customers who might not otherwise be drawn to the project; they are also tremendously effective in drawing infrequent visitors to the project on an increased basis. Frequency of attendance promotes customer loyalty and is more likely to induce changes in existing shopping and socializing patterns within the project's trade areas; it is also a way of separating the project from other area retail shopping competitors.

Event Sample

Showtime for Kids

Interactive outdoor plays where kids are invited to participate with local stage troupes in key roles, adding to and changing the storyline.

Seasonal Concert Series

Weekly concert events, featuring local talent.

Weekly Farmers Market

A featuring of local farmers, food and craft merchants, spilling out onto streets and sidewalks.

Fall Season Farmers Market and Extravaganza

Vendors from around the region congregate to showcase Fall-related goods and specialties, featuring pumpkin carving lessons, a costume parade and live performances.

Annual Cook-off

Competition featuring popular local chefs and restaurateurs.

Annual Film Festival and/or Regular Outdoor Screenings

Sponsored by local companies and institutions, partnered with project cinema tenant.

Theatre in the Round

Theatrical performances by various local troupes.

Artwalk

Exhibits and demonstrations by local artists and art institutions.

"Mason Row will be a unique, local landmark. Paired with an anchor cinema use, strong emphasis on unique restaurant concepts and public events that work in concert with the project's design and its surroundings, will make this project highly identifiable". (Streetsense)

Retail Categories for the Leasing Program

FOOD

- (1) Fast Casual Restaurants with or without Patio Seating – Pizza/Sandwiches/Burgers/Sushi/Pasta, etc.
- (2) Full Service Dining with or without Patio Seating
- (3) Food Markets – Gourmet Butcher/Fresh Seafood Market/Cheese Shop/fresh vegetables & fruits
- (4) Coffee Shop
- (5) Ice Cream and Yogurt
- (6) Chocolate Shop
- (7) Wine Shop
- (8) Tavern/Bar Restaurant
- (9) Specialty Tea Store
- (10) Candy store
- (11) Baked goods store
- (12) Food Catering

BOUTIQUES – Specialized Shops

- (1) Personal Beauty Products
- (2) Candle & Soap Shop
- (3) Fashionable Clothing
- (4) Lifestyle Clothes - Vacation Wear
- (5) Jewelry
- (6) Home Accessories & Gifts
- (7) Children's Apparel – Baby Accessories for the home & travel
- (8) Kitchen Accessories & Cookware
- (9) Premier Paperie – Card Shop

- (10) Artisan Olive Oil & Vinegar
- (11) Art Gallery/Art Studios/Art Framing
- (12) Flower Shop
- (13) Small Pet Shop/Dog Training
- (14) Hair Styling
- (15) Toy store
- (16) Music store
- (17) Antiques
- (18) Shoe store
- (19) Leather Goods

SPORTS

- (1) Bike Shop with Bike Service/Repair
- (2) Running Store
- (3) Athletic Wear Store
- (4) Sporting Goods
- (5) Ski shop
- (6) Boating store

HOME FURNISHINGS/ACCESSORIES/GIFTS

- (1) Home Furnishing & Interior Design
- (2) Lamp/Lighting shop
- (3) Carpet store
- (4) Windows/Window Treatments

ELECTRONICS

- (1) Computer Store
- (2) Wireless Telephone
- (3) Electronics store
- (4) Computerized Games

WELLNESS

- (1) Yoga & Pilates Studio
- (2) Spa Treatments and Acupuncture
- (3) Dentist/Doctor's Office, Urgent Care
- (4) Fitness Center
- (5) Health Supplements
- (6) Chiropractor
- (7) Pharmacy

FINANCIAL SERVICES

- (1) Bank Branch Office – with no drive thru
- (2) Private Wealth Management Office
- (3) Insurance Office
- (4) Accounting and Tax services

THEATER

- (1) Movie Cinema or Cinema Draft house/Dine-In Theaters
- (2) Live Stage Theater/Performing Arts

GROCERIES

- (1) Grocery store
- (2) Convenience store
- (3) ABC Liquor store

NEIGHBORHOOD SERVICES

- (1) Packaging and Shipping store
- (2) Copy shop
- (3) Cleaners
- (4) Office Supplies
- (5) Child Learning Center
- (6) Child Fitness Center/Gym

- (7) Book store
- (8) Hardware
- (9) Shoe repair
- (10) Travel Services

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July 24, 2015

VIA HAND DELIVERY

James Snyder
Director of Planning and Zoning City of Falls Church
City Hall
300 Park Avenue
Falls Church, VA 22046

Re: Spectrum Development Company LLC Letter of Transmittal and Justification for
Application for Amendment to Comprehensive Plan at Broad and West Streets (July 24
RESUBMISSION).

Dear Jim:

Baskin, Jackson & Lasso represents Spectrum Development Company LLC ("Spectrum") which has contracts to purchase the parcels at 919 Park Avenue, 921 Park Avenue, 925 Park Avenue, 212 N. West Street, 110 N. West Street, 934 W. Broad Street, 932 W. Broad Street 922 W. Broad Street, 920 W. Broad Street and 916 West Broad Street (the "Site"). Please accept this Transmittal of and Justification for, an application to amend the City's Comprehensive Plan (and Land Use Map) designation for the site. This letter relates to the July 24, 2015, RESUBMISSION of this Project).

The current use of the site is currently shown on the Map for the parcels at 919, 921, and 925 Park Avenue is "Low Residential" and the remainder of the parcels of the development site are shown as "Business".

Spectrum proposes to change the Future Land Use Map so that the entire site would be "Mixed Use". The April 8 RESUBMISSION responds to the requests of the Community City Staff, Boards and Commissions and City Council to, among other things, provide an improved transitional use and design along Park Avenue. The plans have been revised so that there are at grade residential uses along Park Avenue. These apartments will hide the parking garage.

This RESUBMISSION responds to the requests of residents on Park Avenue and comments from Boards and Commissions. The proposed above grade parking structure is now hidden in a way as to prevent undue intrusions into the established single family neighborhood along Park Avenue. While there are apartments on Park, there is no vehicular access Park Avenue.

The remainder of the site would be developed as follows:

- A six story mixed use (apartment) building with retail, office and service uses in the ground floor, with 340 rental apartments.
- A hotel of five floors with retail and service uses in the ground floor and hotel rooms in floors 2 through 6.
- The ground floor of the apartment building would have retail uses; such uses would include a movie theater, restaurants, retail shops and service businesses with a mix of local, regional and national brands.
- Cash to support improvements to the existing parkland along the W&OD trail that will provide a connection to the transit and recreational opportunities of the Trail; subject to the approval of the Northern Virginia Regional Park Authority. Cash to the West End Park will be provided.
- Improvements will be provided for bikes, pedestrians and autos will be made that should improve the existing dangers.

The site is located in planning opportunity area three and the site is discussed in the Comprehensive plan at pages 58 and 59. The redevelopment area calls for mixed uses diagonally across from the site but in fact that area is committed in the long term to retail uses.

By consolidating the parcels in this site and by recently adding 916 to the site plan of the project, Spectrum has achieved a number of the Goals in the City's Comprehensive Plan. Specifically, the proposed mixed use development provides for sustainable development as it will allow for improvements to storm water management, to energy efficiency, to parks and open space, to locating residents nearer to employment, transit and shopping area, enhances the integrity of the low density residential area by establishing for the long term a "terminus" to the residential area of Park Avenue. The internal and external improvements to traffic movement will greatly improve the current difficult intersection of West Street and Park Avenue. (See pages 75Rv through 76Rv of the Comprehensive Plan).

The site's proximity to the W&OD trail provides a unique opportunity to the City to maximize the benefits of that park and transportation amenity. A mixed use development provides the best opportunity to take advantage of this opportunity. The current general "business" uses called for in the Comprehensive Plan would squander the opportunity.

James F. Snyder
Page 3
July 24, 2015

Demographic and market trends demonstrate that the future development in this area should be an innovative and integrated approach to a mixture of uses including retail, residential and service uses.

Spectrum expects that given the increasing amount of retail, and newer/smaller multi-family units, the surrounding area will become more attractive to office users as well. In fact, several thousand square feet of office use is now provided in the RESUBMISSION. The change in designation from business to mixed use on this site facilitates this dynamic.

While the current designation does accommodate multi-family uses and the City has approved similar mixed use developments in areas designated "Business", Spectrum suggests the more appropriate designation is "Mixed Use" and consequently has applied for such an amendment to the Comprehensive Plan. The City will retain the ability through the special exception process to control the height, massing, uses and overall character of any proposed mixed use project.

The appropriate Application accompanies this letter.

Thank you and the City Staff for its guidance and attentiveness to this project.

Sincerely,

A handwritten signature in black ink that reads "David R. Lasso". The signature is written in a cursive, flowing style.

David R. Lasso

DRL/saj
Enclosures



CITY OF FALLS CHURCH

Department of Development Services
Planning Division
Room 300 West
300 Park Avenue
Falls Church, VA 22046-3332
Phone: 703.248.5040
Fax: 703.248.5225

PLANNING DIVISION APPLICATION FORM

PROJECT NAME: Broad and West Development

Submit one form for each type:

☐ Site Plan

☐ Site Plan Amendment-Major

☐ Site Plan Amendment-Minor

☐ Special Exception

☐ Comp Plan Amendment

☐ Subdivision,
Consolidation or Lot Line
Adjustment

☒ Rezoning

☐ Interpretation / Planning
Director

☐ Zoning Ordinance Text
Amendment

PROJECT DESCRIPTION:

Street Address: Broad and West

RPC #: See Attached

Owner of Record: See Attached

APPLICANT INFORMATION:

Applicant: ☐ Owner ☐ Contract Owner ☒ Agent

Name: David R. Lasso

Address: Baskin, Jackson & Lasso, PC

Business Phone: 703-534-3610

301 Park Ave., Falls Church, VA 22046

Cell Phone: 703-801-1608

E-mail: David.Lasso@baskinjakson.com

Fax: 703-536-7315

PROJECT AND PROPERTY INFORMATION:

SITE PLAN

Current Zoning: N/A

☐ Present Development

☐ Proposed Development

of New Dwelling Units:

Commercial: _____ SF

☐ Mixed Use Development

☐ # Site Plan Waiver(s):

☐ Site Plan Resubmission

☐ Site Plan Amendment

SUBDIVISION, CONSOLIDATION OR LOT LINE ADJUSTMENT

Current Zoning: N/A

☐ Present Development

☐ Proposed Development

☐ Subdivision: ☐ SFH ☐
Commercial

☐ Consolidation

☐ Lot Line Adjustment

☐ Preliminary Plat ☐ Final
Plat

COMP PLAN/REZONING OR SPECIAL EXCEPTION

Current Zoning: R1B, B-1, B-3

Proposed Zoning: B-1

Present Future Land Map

Designation: Low Density
Residential and General Business

☐ Present Development

☒ On Street Loading Space
Proposed Development
Mixed Use/Bonus Height

☐ Conditional Rezoning

☐ Other Rezoning

TOTAL SITE AREA:

188,137 SF

4.3152 ACRES

APPLICANT SIGNATURE: David R. Lasso
For Spectrum Development Company, LLC

Applications must be accompanied by corresponding checklists and materials as required.

FEES: Fees will be determined by Planning staff after an initial evaluation of the submission. Fees are due at that time, prior to a full review beginning. Fees are paid at the Development Services Counter and may be paid by cash, check, credit card or debit card. Checks should be made out the "The City of Falls Church". Returned checks are subject to fee of up to \$50.00.

<i>Status of real estate and personal property taxes, liens, business license and fees:</i>			
TREASURER:	<input type="checkbox"/>	Outstanding (please	Initials: _____
	Current	describe): _____	
COMM. REV:	<input type="checkbox"/>	Outstanding (please	Initials: _____
	Current	describe): _____	

TOTAL FEE for this application: \$ _____

Accepted by: _____ MUNIS # _____
Staff

The City of Fall Church is committed to the letter and spirit of the Americans with Disabilities Act. This document will be made available in alternate format upon request.
Call 703-248-5080 (TTY 711).



CITY OF FALLS CHURCH

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PROJECT AND PROPERTY INFORMATION:

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☐ Present Development

☐ Proposed Development
of New Dwelling Units:

Commercial: _____ SF

☐ Mixed Use Development

☐ # Site Plan Waiver(s):

☐ Site Plan Resubmission

☐ Site Plan Amendment

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Current Zoning: N/A

☐ Present Development

☐ Proposed Development

☐ Subdivision: ☐ SFH ☐
Commercial

☐ Consolidation

☐ Lot Line Adjustment

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COMP PLAN/REZONING OR SPECIAL EXCEPTION

Current Zoning: R1B, B-1, B-3
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TOTAL FEE for this application: \$ _____

Accepted by: _____ MUNIS # _____
Staff

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**STATEMENT THAT MASON ROW (PROPOSED BROAD AND WEST)
DEVELOPMENT MEETS SPECIAL EXCEPTION CRITERIA FOR
MIXED-USE AND HEIGHT BONUS**

The proposed development meets the primary and secondary criteria listed in Falls Church City Code (“Code”), Sections 48-90(d) (1) and (d) (2), and the following is a brief summary of the criteria listed in these Code Sections. Please refer to the justification materials and community benefits list for a more complete explanation of the proposed development and how it will benefit both the South Washington Street area and the City of Falls Church as a whole.

- 1. Primary Criteria (Section 48-90(1)):**
 - a. The resulting development conforms to the City’s adopted Comprehensive Plan and Design Guidelines (Section 48-90(1) (a)).**

The Comprehensive Plan shows that the property is located in Planning Opportunity Area 3, and the proposed development meets or exceeds the strategies called for in that area:

1. Consolidation of lots to accommodate higher density.
2. Promotion of redevelopment that eliminates stand-alone automobile and light industrial facilities.
3. Improve pedestrian accessibility with controlled cross walks at various locations.
4. Create a consistent design, in terms of building height and design, streetscape improvements, and other aspects of the built environment in the City.
5. Preserve recreational resources in the area.
6. Create development to promote a positive image of the City in an area that has not seen any significant new development in decades.
7. Locate buildings as close to West Broad and West Streets as possible with parking located in the rear or in shared buildings or in structured facilities (in this case covered, surface and underground).
8. Achieve consistent architectural goals.
9. Traffic turn lanes will be added to Broad and West Streets.

Additionally, the Comprehensive Plan’s Future Land Use Map designates the property as “business”. The text of the comprehensive plan currently points out that while this means the area should be “primarily” recognized as retail or office districts rather than residential, “special exceptions for residential use and height bonuses have also been granted to create mixed use projects in ‘business’ areas since 2002”.

The Comprehensive Plan should be changed to reflect current practice, the City's goals and the changing environment. To do this, an application to change the Comprehensive Plan's designation from Business to "Mixed Use" has been submitted to the City. The Design Guidelines show that the property is located in the West Broad Street Area. As called for in the Guidelines, the proposed development will reflect an urban street front, will provide a consistent identity for the area, increase pedestrian activity, and indicate the high standards of the City. In addition, the proposed development will widen paving at crosswalks, provide a mini-park at the W&OD trail, all of which will work to increase pedestrian and bicycle activity in the area. The site's proximity offers a unique opportunity to finally provide superior connection to the W&OD Trail. The best use to optimize that linkage is mixed use and not office or light industrial uses.

- b. The resulting development provides for significant net new commercial square footage and allows for a mix of commercial and residential uses (Section 48-90(1)(b)).**

Currently, the properties in the site contribute only minimally in tax revenue. All existing properties are served by significant surface parking. The proposed development will remove these largely automobile-oriented and light industrial uses, providing significant net new commercial square footage and allowing for a mix of commercial and residential uses. The proposed development as noted provides substantial new commercial space (more specifically described in the Table in the Concept plan), and uses language desired by the City.

- c. The resulting development produces substantial positive net new commercial and residential revenue to the City (Section 48-90(1)(c)).**

In conjunction with this application, information has been submitted to the City to be inputted into the City's cost/revenue impact model to predict the project's net new revenue, and a report has been received, which is attached separately. As recognized by the Comprehensive Plan, the parcels that make up the property are underutilized currently in terms of their density and use. The proposed development will significantly increase the assessed value of and resultant property tax revenue generated by the property. In addition, by creating a vibrant, attractive western gateway into the City, the development will encourage additional consumers to enter the area and patronize commercial uses throughout the City.

2. Secondary Criteria (Section 48-90(2))

- a. The development is not disproportionate to surrounding land uses and planned land uses in size, bulk or scale (Section 48-90(2)(a)).**

The proposed development is a concrete podium of commercial uses with five floors of office, multi-family and hotel above, with a total height of about 85 feet. The development has the unique aspect of substantial at grade parking for the retail uses hidden behind the residences and retail/service (including a movie theater). There is also underground parking. The exterior is masonry, and the building is fully consistent with high standards established by the City for prior mixed use projects. The area of the footprint of this project is "low" and the height of the new building will blend well with

its environment and set the stage for future development. Given the high-quality design and construction of the building and its prominent place in the City, a building of this scale is appropriate. The proposed development works in conjunction with existing buildings to further create a dramatic, defined statement of quality for this area of the City. The development is consistent with the discussion in the Comprehensive Plan for this Redevelopment Opportunity Area which calls for significant mixed (multifamily) uses-the area called for this Plan however is committed long term to other uses that conflict with the Plan.

The prior design along Park Avenue has been modified to include at grade residences. There will be no vehicular access.

- b. The resulting development does not overburden the existing community facilities, including the school, transportation and water and sewer systems (Section 48-90(2) (b)).**

Transportation

A traffic study has been conducted by Wells and Associates that evaluates the anticipated traffic impacts of the application and provides specific recommendations to mitigate those impacts. The application envisions a vibrant mixed-use development that will be sensitive to the transportation concerns of the City. By providing a variety of complementary uses on the same site, the proposed development will encourage self-contained, pedestrian trips. Additionally, due to its location proximate to several bus routes including a future intermodal transportation center and with implementation of Transportation Demand Management (“TDM”) measures, a percentage of the trips generated by the residential and commercial components of the proposed development are anticipated to utilize non-auto modes of transportation. TDM measures will include convenient bicycle storage facilities, transit incentives, and resources conducive to teleworking. Furthermore, the developer proposes to reconfigure of the intersection at West Street and Park Avenue and add lane changes and traffic calming. A traffic light will be placed at West and Park and one at W. Broad Street. Additional TDM measures are set out in the TDM plan.

Water & Sewer

The City’s utility engineer has confirmed that water and sewer service is adequate. The project will greatly improve storm water management with BMPs as the existing development has virtually no storm water management measures.

- c. The resulting development provides community benefits such as affordable housing, as it is described in Section 38-43 (Section 48-90(2) (c)).**

The developer is proposing on site Affordable Dwelling Units consistent with City policy.

A commitment to LEED Silver for the Apartment building is provided, and the developer will underground all aerial utilities contiguous to the site depending on costs and

availability of easements. The developer proposes to review this in detail with the City to determine what poles can be undergrounded in the immediate area.

- d. The resulting development contributes to a vibrant, pedestrian-oriented environment both on site and in relation to adjoining properties, with street level activity throughout the day and evening (Section 48-90(2) (d)).**

The current uses at the site are distinctly automobile-oriented, with the majority of the property occupied by their own surface parking lots. The proposed development will move almost all parking within enclosed structures, which will contribute further to the walkable nature of the area.

The provision of streetscape along the entire development's three sides facing streets will contribute to the vibrant, pedestrian-oriented environment with connectivity to adjacent commercial and park areas. The mix of uses, including restaurants, retail, movies, and other commercial opportunities will provide a balanced commercial center that will generate pedestrian traffic throughout the day and evening. The street level retail uses will be very visible and will encourage customers to enter the area to shop and visit not only this development, but the additional retail located nearby.

- e. The resulting development offers creative use of landscaping, open space and/or parks, public plazas or and walkways connecting to adjoining properties (Section 48-90(2) (e)).**

Three sides of the proposed building will have the attractive "streetscape" design and fixtures, and there will be enhanced connections around the site to nearby businesses, parks, and residences. The design of the area near the W&OD trail will invite pedestrians to ride bikes, rest, talk, sit, eat and simply enjoy the area which includes the soon to be completed West End Park.

A cash contribution is provided. Further, a cash contribution is possible to facilitate the completion of the West End Park.

- f. The resulting development provides a variety of commercial services and uses that are attractive to and meet the needs of all city residents for entertainment, art, recreation, dining retail and array of consumable goods (Section 48-90(2)(f)).**

As stated above, the proposed development envisions a hotel as well as a mix of commercial uses. This includes a movie/dinner theater, and retail opportunities in an area that is lacking sufficient quality retail currently. These commercial entities will serve the residential uses within the proposed development, as well as the neighborhood as a whole.

- g. The resulting development encourages local or independent businesses (Section 48-90(2) (g)).**

The retail and restaurant space provide a unique opportunity for local, regional and independent businesses, and the high-quality development will help the area as a whole attract and cultivate local and independent businesses.

h. The resulting development provides for a reduction of single use parking requirements through shared parking Section 48-90(2) (h)).

As shown in the submitted conceptual plan, the developer is recommending shared parking. The developer will explore with the final parking provided with the City to determine any additional parking reductions are justified based on the characteristics of the property and its proximity to bike ways, as well as several bus lines, will lead to fewer automobile trips. Additionally, some residents will bike to work (or to a multi-modal transit location for switching to bus or rail), and the commercial uses will be patronized at least in part by pedestrians and cyclists.

i. The resulting development encourages multi-modal transportation through design and other techniques to reduce the reliance on single occupancy vehicles, and utilizes sheltered stops for mass transit whenever feasible Section 48-90(2) (i)).

As discussed, the property is in close proximity to existing bike ways, as well as the Metro Rail station and several bus lines. It is expected that some residents will walk to the Metro Rail station and others will bike to work, and that the commercial uses will be patronized at least in part by pedestrians and cyclists. The design includes attractive and user friendly places for bikes to be parked and stored.

j. The resulting development utilizes LEED criteria in the design of the project Section 48-90(2) (j)).

The proposed apartment is planned to be LEED Silver certified, and will otherwise be designed using green design principles and elements. By removing the existing imperious parking lots and implementing a new storm water management plan, the development will greatly reduce storm water runoff in the area. Additionally, the non-residential part of the project will incorporate eco-conscious sustainable elements in the design of the hotel and other commercial spaces.

Special Exception for Height Bonus.

The area of the site to be used for the mixed use project is currently zoned B-3 and B-1, which permit a by-right height of up to 55 feet. The developer proposes the requested development to be a maximum height of 85 feet.

Up to 30 feet of bonus height may be granted if the project is exemplary in terms of conformance to the Primary Criteria 1 and 2 set out above and assists in conformance with Primary Criteria 2 and 3. The amount of new commercial area is many times greater than the area of the existing commercial activity. More importantly, the new commercial activity replaces commercial uses which are discouraged by the City's Comprehensive Plan. The net new commercial and retail income is far greater than that of the existing uses and far superior in terms of making the area a desirable play to live, work, and play. Many of the difficult to achieve goals of the Comprehensive Plan will be met by the proposed development. For these reasons, this plan is exemplary in its achievement of the primary criteria set out above.

Bonus height may be awarded for certain preferred uses when located on primary street frontage. These uses include outdoor dining, hotel and other uses specifically requested by the City. This development proposes improvements to the W&OD park, a hotel, offices, a new movie/dinner theater, multiple retail opportunities and outdoor dining and some restaurants possibly with entertainment; all of which are considered preferred uses, justifying a bonus height of 30 feet.

It is important to note here that the first floor retail uses require a ceiling heights ranging from 15 to 24 feet, and that this required ceiling height is a major reason why the bonus is needed. As discussed, the design of this project, and in particular its height, is an exceptional new addition to this part of the City. The project sets a high bar for quality in terms of design, use, and materials, and if the proposed project were to be lowered by 30 feet, the integrity of the design would be greatly compromised, likely making the development infeasible.

The location and unique physical characteristics of the site make the requested building height appropriate. The property is located in an area that is expected to attract similar developments which will likely reach heights of 85', so that the requested height of 85' in certain locations is not out of the character of the surrounding neighborhood and the expected area as it evolves.

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July 24, 2015

VIA HAND DELIVERY

James Snyder
Director of Planning and Zoning City of Falls Church
City Hall
300 Park Avenue
Falls Church, VA 22046

Re: July 24, 2015, Resubmission Development Site Mason Row ("Broad and West") ; Letter of Transmittal and Justification of Application for: (1) Rezoning certain areas of the site to B-1; (2) Special Exceptions to allow Mixed Use, Building Height Bonus, and On Street Loading Space.

Dear Jim:

Baskin, Jackson & Lasso represents Spectrum Development Company LLC ("Spectrum") which has contracts to purchase the parcels comprising 4.3152 acres (more specifically identified in the accompanying partial list) including at 919 Park Avenue, 921 Park Avenue, 925 Park Avenue, 212 N. West Street, 110 N. West Street, 934 W. Broad Street, 932 W. Broad Street 922 W. Broad Street, 920 W. Broad Street and 916 W. Broad Street (collectively the "Site").

Substantial changes to the design have been made and are discussed further below. The changes are shown in the Conceptual Development Plan dated July 24.

After the initial application (January, 2014) was accepted, the City's representatives asked for a number of modifications to the proposal. Modifications were made and a resubmission was made July 7, 2014. Among other things, the pharmacy was dropped, as was its drive through; additional modifications were made to the resubmission and this concept was called "Mason Row." Mason Row was characterized by a "market square" within the development that provided a community gathering place; the square was surrounded by quality retail with a "spine road" through the development that allowed for a four way intersection at West and Park connecting to West Broad Street. A condominium component was added and it was located on Park Avenue. There was also an access on Park Avenue that led to the underground parking garage.

The Mason Row concept was presented to the community, the City staff, boards and commissions and to the City Council. The Mason Row Concept was well received. However, additional requests were made to further modify the massing and design, to enlarge the market square,

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to include a movie/dinner theater (or another comparable anchor), to drop the condominium component as a separate building, to reduce the massing and height of the hotel on West Street, to make the sidewalk on West 20' wide, and to remove the vehicular access on Park Avenue. In terms of process, the applicant was asked to continue its outreach to the community and to work with neighbors on Park, Grove Avenue, Steeples Court, and St. James Church.

The January 30, 2015, resubmission included responses to all of these requests. The movie/dinner theater was added, the 916 W. Broad Street parcel was added to the site plan of the project, the market square was substantially enlarged, the six parking spaces off West were relocated to the interior of the development, the spine road was widened and straightened out, the hotel on West Street was "set back" 3' above the retail level so as to diminish its massing and appearance of height, the West Street sidewalk was a full 20' wide, the condo component was dropped, an above grade parking structure had replaced the condo building on Park Avenue, the parking structure that was added had no vehicular access on Park, while the number of apartment units had increased to reflect the loss of the condo component the overall floor area devoted to residential was nearly the same, and finally, an office component had been added.

The April 8, 2015, resubmission made additional changes. There was an "opening" of the market square facing Grove Avenue; the parking garage had ground level retail designed to attract local businesses, the garage was lowered and set back and other changes were made to the massing, parking, and design.

The July 24 resubmission responds further to requests of citizens and City Boards and Commissions. Further, the residential partner, Mill Creek, is now fully engaged and Mill Creek has been able to fully assess the requested changes. The changes to the Concept Plan are generally as follows:

1. The hotel has been relocated to the corner of W. Broad and West streets, responding to requests that the hotel not face the neighborhoods to the northwest; further, the hotel provides for a more prominent commercial feature on the corner of the site as requested.
2. The hotel will be free standing and separated from the residential buildings that will now be on N. West, facing the residential neighborhoods, providing a 25' "open to the sky" separation between buildings improving the horizontal and vertical architectural articulation for the west and northwest elevations.
3. The retail has been removed from the now "R" zoned parcels on Park Avenue and will be replaced with at grade residential apartments that will conceal the parking garage and provide the requested transition from the Park Avenue residential neighborhood to the more dense project apartments at the signalized intersection at Mason Lane, Park, and West streets.

4. The trash/loading area that was on N. West facing the W&OD trail has been removed and all trash and loading is accessed from within the development except for a two bay enclosed loading area accessed from N. West across from the Wells Fargo Bank.

The rezoning request remains the same. This is possible as 916 W. Broad is already zoned B-1 and it will remain so. The special exception for mixed use and for increased height to 85 feet was earlier amended to include the 916 W. Broad Street parcel. Please accept this Transmittal of and Justification for Applications to rezone the residential (R-1B) properties on Park Avenue and the Commercial properties in the site now zoned B-3, to B-1. Also, please accept this revised Justification for the special exception and height bonus.

As discussed below, the B-1 Zone allows the requested uses. Moreover by rezoning to B-1, automotive uses cannot be located on the site in the future. The City has requested this assurance be provided and so Spectrum requests those portions of the site now zoned B-3 be “downzoned” to B-1.

Spectrum proposes to redevelop the site for a mixed use project.

- A six story mixed use (apartment) building with retail and service uses in the ground floor and with 340 units.
- A hotel of five floors with retail and service uses in the ground level of the hotel (150 rooms) in floors 2 through 6.
- An above grade parking structure with ground level apartments facing Park Avenue with no vehicular access on Park Avenue.
- The ground floor of the apartment building and hotel would have retail uses; such uses will include restaurants, retail shops and service businesses with a mix of local, regional and national brands. A commitment to food and beverage uses is provided in a Proffer.
- A movie/dinner theater is provided.
- A small office component is provided.
- Such improvements to the existing parkland along the W&OD trail that will provide a connection to the transit and recreational opportunities of the Trail; subject to the approval of the Northern Virginia Regional Park Authority.

The site is located in planning opportunity area three and the site is discussed in the Comprehensive Plan at pages 58 and 59. The redevelopment area calls for mixed uses diagonally across from the site but in fact that area is committed in the long term to retail uses.

By consolidating the parcels in this site, Spectrum has achieved a number of the Goals in the City’s Comprehensive Plan. Specifically, the proposed mixed use development provides for sustainable development as it will allow for improvements to storm water management, to energy

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efficiency, to parks and open space, to locating residents nearer to employment, transit and shopping areas, enhances the integrity of the low density residential area by establishing for the long term a “terminus” to the residential area of Park Avenue. The internal and external improvements to traffic movement will greatly improve the current difficult intersection of West Street and Park Avenue (See pages 75Rv through 76Rv of the Comprehensive Plan).

Demographic and market trends demonstrate that the future development in this area should be an innovative and integrated approach to a mixture of uses including retail, office, hospitality, residential and service uses.

Spectrum expects that given the increasing mass of retail, and newer, smaller multi-family units, the surrounding area will become more attractive to office users and other retailers as well.

Additionally, Spectrum requests the approval of special exceptions to allow for a mixed use development to include multi-family rental units and for a bonus of 30 feet in height.

The Staff will provide the fiscal impact analysis; we expect the net impact to be about \$2m.

These requests for specific parcels are summarized in the attached document entitled: The Spectrum Development / Parcel Ownership. Concurrently, Spectrum is requesting a change in the Comprehensive Plan Future Land Use Map for certain areas of the site to be shown as mixed use rather than business and for the area of the site now noted as low residential to be noted mixed use as well. While the resubmission replaces the current single family dwellings with apartments and the parking structure, the use would make a very good transition from the remaining single family detached (low residential) area to the more active portions of the mixed use Mason Row.

Spectrum and its development team have had extensive discussions with The City Council and Planning Commissions in public work-sessions and with stakeholders in the community, elected and appointed official and staff members. The central concerns have been the following:

1. There should be a substantial commercial component for this large site, and a considerable positive fiscal impact for the City of Falls Church is a primary goal.
2. Density should be increased and a quality hotel should be brought to the project to assist in achieving the desired positive fiscal impact.
3. Traffic is a great concern given, among other things, the unusual configuration of West Street and Park Avenue and the need to control access on West Broad Street and West Street.
4. The buildings should have superior architecture and layout with tapering toward Park and the greatest height and massing along West Broad with a superior focal point at West and West Broad.

5. Some local retailers should be encouraged to stay in the project.
6. Parks and open space needs should be addressed in part by linking the site to the W&OD Trail.
7. The apartment component should be LEED Certified Silver.
8. Storm water management for the site and the immediate area should be improved.
9. Streetscape should be tailored to the site and also consistent with (but not necessarily the same) the City's existing streetscape standards.
10. There should be two commercial anchor tenants.
11. The frontage along Park Avenue should take the opportunity to make an appropriate transition to the development and solidify for the long term the low residential density of that terminus of Park Avenue.
12. Aerial utilities on the site will be placed underground.
13. This redevelopment opportunity involves a large consolidation of eleven separate parcels in the West Broad Street Area, and if redevelopment fails to go forward for any cause, then the existing auto and light industrial uses on some of the parcels will remain for a long indefinite period of time before another redevelopment opportunity may arise.

THE PROPOSED DEVELOPMENT AND ITS COMMUNITY BENEFITS

Spectrum proposes to redevelop the site as a mixed use project.

- This mixed use project will contribute more than \$2m annual in net new tax revenues to the City.
- Undergrounding of aerial utilities along West Street and the W&OD trail will be made.
- The hotel of 150 rooms will bring visitors to the City who will spend substantially in the City.
- There will be substantial retail with a mix of local, regional and national brands, several thousand sq. ft. of offices and a movie/dinner concept.
- A gathering place for residents and visitors that is sufficiently large enough to accommodate a "band shell", farmers' market, or other events.
- Such improvements to the existing parkland along the W&OD trail that will provide a connection to the transit and recreational opportunities of The Trail; subject to the approval of the Northern Virginia Regional Park Authority.
- The expected contributions to the Schools Capital program and other City services and capital needs are substantial.
- On site units for Affordable Housing are planned.

- The traffic in and around the area will be better managed with traffic calming added and improvements added to the larger street grid around the project.

The site is located in planning opportunity area three and the site is discussed in the Comprehensive Plan at pages 58 and 59. The redevelopment area calls for mixed uses diagonally across from the site but in fact that area is committed in the long term to retail uses.

By consolidating the parcels in this site, Spectrum has achieved a number of the Goals in the City's Comprehensive Plan. Specifically, the proposed mixed use development provides for sustainable development as it will allow for improvements to storm water management, to energy efficiency, to parks and open space, to locating residents nearer to employment, transit and shopping areas, enhances the integrity of the low density residential area by establishing for the long term a "terminus" to the residential area of Park Avenue. The internal and external improvements to traffic movement will greatly improve the current difficult intersection of West Street and Park Avenue (See pages 75Rv through 76Rv of the Comprehensive Plan). The number of access points on Broad, West and Park are being reduced from thirteen to four.

Demographic and market trends demonstrate that the future development in this area should be an innovative and integrated approach to a mixture of uses including retail, hospitality, residential and service uses.

Spectrum expects that given the increasing mass of retail, and newer, smaller multi-family units, the surrounding area will become more attractive to additional pedestrian oriented shopping and office users as well. The once in a generation parcel consolidation achieved by Spectrum provides the City with the opportunity to address all of the issues outlined above. Without the approvals requested, the properties will continue with their current uses for the indefinite future.

TRAFFIC IMPACT

Wells & Associates has reviewed the revisions to the uses and provided a report. A detailed "TDM" is being provided as well.

SPECIAL EXCEPTION CRITERIA FOR MIXED-USE AND HEIGHT BONUS

1. Primary Criteria (Section 48-90(1)):

a. The resulting development conforms to the City's adopted Comprehensive Plan and Design Guidelines (Section 48-90(1) (a)).

The Comprehensive Plan shows that the property is located in Planning Opportunity Area 3, and the proposed development meets or exceeds the strategies called for in that area:

1. Consolidation of lots to accommodate higher density.
2. Promotion of redevelopment that eliminates stand-alone automobile and light industrial facilities.
3. Improve pedestrian accessibility with controlled cross walks at various locations.
4. Create a consistent design, in terms of building height and design, streetscape improvements, and other aspects of the built environment in the City.
5. Preserve recreational resources in the area.
6. Create development to promote a positive image of the City in an area that has not seen any significant new development in decades.
7. Locate buildings as close to West Broad and West Streets as possible with parking located in the rear or in shared buildings or in structured facilities (in this case covered, surface and underground).
8. Achieve consistent architectural goals.
9. Traffic turn lanes will be added to Broad and West Streets.

Additionally, the Comprehensive Plan's Future Land Use Map designates the property as "business". The text of the comprehensive plan currently points out that while this means the area should be "primarily" recognized as retail or office districts rather than residential, "special exceptions for residential use and height bonuses have also been granted to create mixed use projects in 'business' areas since 2002".

The Comprehensive Plan should be changed to reflect current practice, the City's goals and the changing environment. To do this, an application to change the Comprehensive Plan's designation from Business to "Mixed Use" has been submitted to the City. The Design Guidelines show that the property is located in the West Broad Street Area. As called for in the

Guidelines, the proposed development will reflect an urban street front, will provide a consistent identity for the area, increase pedestrian activity, and indicate the high standards of the City. In addition, the proposed development will widen paving at crosswalks, improve the area around the W&OD trail, all of which will work to increase pedestrian and bicycle activity in the area. The site's proximity offers a unique opportunity to finally provide superior connection to the W&OD Trail. The best use to optimize that linkage is mixed use and not office or light industrial uses.

b. The resulting development provides for significant net new commercial square footage and allows for a mix of commercial and residential uses (Section 48-90(1) (b)).

Currently, the properties in the site contribute only minimally in tax revenue. All existing properties are served by significant surface parking. The proposed development will remove these largely automobile-oriented and light industrial uses, providing significant net new commercial square footage and allowing for a mix of commercial and residential uses. The proposed development as noted provides substantial new commercial space (more specifically described in the Table in the Concept plan), and uses language desired by the City.

c. The resulting development produces substantial positive net new commercial and residential revenue to the City (Section 48-90(1) (c)).

In conjunction with this application, information has been submitted to the City to be inputted into the City's cost/revenue impact model to predict the project's net new revenue, and a report has been received, which is attached separately. As recognized by the Comprehensive Plan, the parcels that make up the property are underutilized currently in terms of their density and use. The proposed development will significantly increase the assessed value of and resultant property tax revenue generated by the property. In addition, by creating a vibrant, attractive western gateway into the City, the development will encourage additional consumers to enter the area and patronize commercial uses throughout the City.

2. Secondary Criteria (Section 48-90(2)):

a. The development is not disproportionate to surrounding land uses and planned land uses in size, bulk or scale (Section 48-90(2) (a)).

The proposed development is a concrete podium of commercial uses with five floors of office, multi-family and hotel above, with a total height of about 85 feet. The development has the unique aspect of substantial at grade parking for the retail uses hidden behind the retail/service (including a movie theater) under the residences. The exterior is masonry, and the building is fully consistent with high standards established by the City for prior mixed use projects. The area of the footprint of this project is "low" and the height of the new building will blend well

with its environment and set the stage for future development. Given the high-quality design and construction of the building and its prominent place in the City, a building of this scale is appropriate. The proposed development works in conjunction with existing buildings to further create a dramatic, defined statement of quality for this area of the City. The development is consistent with the discussion in the Comprehensive Plan for this Redevelopment Opportunity Area which calls for significant mixed (multifamily) uses-the area called for this Plan however is committed long term to other uses that conflict with the Plan.

The prior design along Park Avenue has been modified to include apartments that will hide the parking structure.

- b. The resulting development does not overburden the existing community facilities, including the school, transportation and water and sewer systems (Section 48-90(2) (b)).**

Transportation

A traffic study has been conducted by Wells and Associates that evaluates the anticipated traffic impacts of the application and provides specific recommendations to mitigate those impacts. The application envisions a vibrant mixed-use development that will be sensitive to the transportation concerns of the City. By providing a variety of complementary uses on the same site, the proposed development will encourage self-contained, pedestrian trips. Additionally, due to its location proximate to several bus routes including a future intermodal transportation center and with implementation of Transportation Demand Management (“TDM”) measures, a percentage of the trips generated by the residential and commercial components of the proposed development are anticipated to utilize non-auto modes of transportation. TDM measures will include convenient bicycle storage facilities, transit incentives, and resources conducive to teleworking. Furthermore, the developer proposes to reconfigure of the intersection at West Street and Park Avenue and add lane changes and traffic calming. A traffic light will be placed at West and Park and one at W. Broad Street. Additional TDM measures are set out in the TDM plan.

Water & Sewer

The City’s utility engineer has confirmed that water and sewer service is adequate. The project will greatly improve storm water management with BMPs as the existing development has virtually no storm water management measures.

- c. The resulting development provides community benefits such as affordable housing, as it is described in Section 38-43 (Section 48-90(2) (c)).**

The developer is proposing on site Affordable Dwelling Units consistent with City policy.

A commitment to LEED Silver for the Apartment building is provided, and the developer will underground all aerial utilities contiguous to the site depending on costs and availability of easements. The developer proposes to review this in detail with the City to determine what poles can be undergrounded in the immediate area.

- d. The resulting development contributes to a vibrant, pedestrian-oriented environment both on site and in relation to adjoining properties, with street level activity throughout the day and evening (Section 48-90(2) (d)).**

The current uses at the site are distinctly automobile-oriented, with the majority of the property occupied by their own surface parking lots. The proposed development will move almost all parking within enclosed structures, which will contribute further to the walkable nature of the area.

The provision of streetscape along the entire development's three sides facing streets will contribute to the vibrant, pedestrian-oriented environment with connectivity to adjacent commercial and park areas. The mix of uses, including restaurants, retail, and other commercial opportunities will provide a balanced commercial center that will generate pedestrian traffic throughout the day and evening. The street level retail uses will be very visible and will encourage customers to enter the area to shop and visit not only this development, but the additional retail located nearby.

- e. The resulting development offers creative use of landscaping, open space and/or parks, public plazas or and walkways connecting to adjoining properties (Section 48-90(2) (e)).**

Three sides of the proposed building will have the attractive "streetscape" design and fixtures, and there will be enhanced connections around the site to nearby businesses, parks, and residences. The area near the W&OD trail will invite pedestrians to ride bikes, rest, talk, sit, eat and simply enjoy the area which includes the soon to be completed West End Park. Other contributions are included for city services and capital needs.

A cash contribution is provided. Further, a cash contribution is possible to facilitate the completion of the West End Park.

- f. The resulting development provides a variety of commercial services and uses that are attractive to and meet the needs of all city residents for entertainment, art, recreation, dining retail and array of consumable goods (Section 48-90(2)(f)).**

As stated above, the proposed development envisions a hotel as well as a mix of commercial uses. This includes a movie/dinner theater, and retail opportunities in an area that is lacking

sufficient quality retail currently. These commercial entities will serve the residential uses within the proposed development, as well as the neighborhood as a whole.

g. The resulting development encourages local or independent businesses (Section 48-90(2) (g)).

The retail and restaurant spaces provide a unique opportunity for local, regional and independent businesses, and the high-quality development will help the area as a whole attract and cultivate local and independent businesses.

h. The resulting development provides for a reduction of single use parking requirements through shared parking Section 48-90(2) (h)).

As shown in the submitted conceptual plan, the developer is recommending shared parking. The developer will explore with the final parking provided with the City to determine any additional parking reductions are justified based on the characteristics of the property and its proximity to bike ways, as well as several bus lines, will lead to fewer automobile trips. Additionally, metro to the nearest metro rail station is easily available and it is expected that some residents will bike to work (or to a multi-modal transit location for switching to bus or rail), and that the commercial uses will be patronized at least in part by pedestrians and cyclists.

i. The resulting development encourages multi-modal transportation through design and other techniques to reduce the reliance on single occupancy vehicles, and utilizes sheltered stops for mass transit whenever feasible Section 48-90(2) (i)).

As discussed, the property is in close proximity to existing bike ways, as well as the Metro Rail station and several bus lines. It is expected that some residents will walk to the Metro Rail station and others will bike to work, and that the commercial uses will be patronized at least in part by pedestrians and cyclists. The design includes attractive and user friendly places for bikes to be parked and stored.

j. The resulting development utilizes LEED criteria in the design of the project Section 48-90(2) (j)).

The proposed apartment development is planned to be LEED Silver certified, and will otherwise be designed using green design principles and elements.

By removing the existing imperious parking lots and implementing a new storm water management plan, the development will greatly reduce storm water runoff in the area. Additionally, the non-residential part of the project will incorporate eco-conscious sustainable elements in the design of the hotel and other commercial spaces.

Special Exception for Height Bonus.

The area of the site to be used for the mixed use project is currently zoned B-3 and B-1, which permit a by-right height of up to 55 feet. The developer proposes the requested development to be a maximum height of 85 feet.

Up to 30 feet of bonus height may be granted if the project is exemplary in terms of conformance to the Primary Criteria 1 and 2 set out above and assists in conformance with Primary Criteria 2 and 3. The amount of new commercial area is more than three times the area of the existing commercial activity. More importantly, the new commercial activity replaces commercial uses which are discouraged by the City's Comprehensive Plan. The net new commercial and retail income is far greater than that of the existing uses and far superior in terms of making the area a desirable place to live, work, and play. Many of the difficult to achieve goals of the Comprehensive Plan will be met by the proposed development. For these reasons, this plan is exemplary in its achievement of the primary criteria set out above.

Bonus height may be awarded for certain preferred uses when located on primary street frontage. These uses include outdoor dining, hotel and other uses specifically requested by the City. This development proposes improvements to the W&OD Park, a hotel, offices, a new movie/dinner theater, multiple retail opportunities and outdoor dining and some restaurants possibly with entertainment; all of which are considered preferred uses, justifying a bonus height of 30 feet.

It is important to note here that the first floor retail uses require a ceiling heights ranging from 15 to 24 feet, and that this required ceiling height is a major reason why the bonus is needed. As discussed, the design of this project, and in particular its height, is an exceptional new addition to this part of the City. The project sets a high bar for quality in terms of design, use, and materials, and if the proposed project were to be lowered by 30 feet, the integrity of the design would be greatly compromised, likely making the development infeasible.

The location and unique physical characteristics of the site make the requested building height appropriate. The property is located in an area that is expected to attract similar developments which will likely reach heights of 85', so that the requested height of 85' in certain locations is not out of the character of the surrounding neighborhood and the expected area as it evolves.

CONCLUSION

The Spectrum redevelopment at Broad and West fully reflects the City's vision for that area of Falls Church. The project meets or exceeds the primary and secondary criteria used to evaluate the merits of the special exceptions. Therefore, the requested special exceptions for residential use and height bonus at the City's gateway should be granted.

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Thank you and the City Staff for its guidance and attentiveness to this project.

Sincerely,

A handwritten signature in black ink that reads "David R. Lasso". The signature is written in a cursive style with a large, looped 'D' and a trailing flourish.

David R. Lasso

DRL/saj
Enclosures